

Dear Exhibitor,

We are pleased to announce that the 2026 edition of **Paint & Coatings Italy** will once again take place at **SUPERSTUDIO MAXI in Milan**, on **21 - 22 October 2026**.

Superstudio Maxi is easily reachable for exhibitors and visitors, and offers the space and opportunity to continue with key developments added for this year.

We are offering current exhibitors first choice of stands for 2026. Each company participating in the exhibition has the opportunity to participate in the stand draw (taking place on 07 October), to reserve their stand for next year, before other non-exhibiting companies will be allowed to reserve their stand space.

The floorplan for 2026 has been amended slightly from this year, this is based on pre-event feedback and learning gained from our first year of Paint & Coatings at this venue. The amendments allow us to:

- Place key features within the exhibition. Having the seminar rooms within the exhibition hall encourages movement through the entire event and ensure the visitors are located around the entire event.
- Catering and networking points in locations that will also encourage attendee distribution.
- To offer the distribution of stands so exhibitors are located close to an event feature.
- Limiting maximum stand size to 42m². Visitors continually feedback the requirement to see a complete cross section of the Italian industry. This limit on stand space ensure Paint & Coatings continues to meet this objective and maximise the exhibition's appeal to visitors.

How to reserve your stand - Paint & Coatings Italy 2026

Stands will be allocated using the stand draw system introduced for 2025. The process for reserving your stand is as follows:

1. Using the Stand Option form, Exhibitors can select 5 options from the floorplan and send their choices to us by 05 October.
2. Only returned Stand Option forms can be entered into the stand draw.
3. Exhibitors will be categorised by the requested stand sizes indicated on the Stand Option forms (with the exception of Founding Exhibitors), the categories are:
 - A. **Founders: Founding Exhibitors**
 - B. **Exhibitors with booths from 27m² to 42m²**
 - C. **Exhibitors with booths between 13m² and 26m²**
 - D. **Exhibitors with booths up to 12m²**

Please note, exhibitors that have stand sizes that span two categories will be placed in the smallest stand size category.

Exhibitors are recommended to be represented at the Stand Draw, though attendance is not mandatory. Being present you will be able to witness the procedure and if necessary, amend your selection in the instance that none of your preferred options are available.

Please note: It will not be possible to allocate a stand if no company representative is present and none of your preferred 5 options are available. Should that happen, you will only be able to make your choice after the Stand Draw has ended.

4. During the stand draw it is possible for exhibitors to combine stands to create their preferred stand size, but it is not possible to split larger stands.

When it is taking place:



Date: Tuesday, 7 October 2025



Time: 16:00 – 18:10



Location: Superstudio Maxi, Organizers' Office

Draw schedule:

- Founders: 16:00 – 16:20
- 27m² – 42m²: 16:30 – 16:50
- 13m² – 26m²: 17:00 – 17:30
- Up to 12m²: 17:40 – 18:10

Please note that participation in the draw is **non-binding**: the booking becomes final only upon signature of the contract, which will be sent afterwards.



Dates to save in your calendar:

21 – 22 October 2026, SUPERSTUDIO MAXI, Milan

Thank you for your cooperation — we are confident that together we will build an even stronger and more engaging 2026 edition!

The Paint & Coatings Team